

PATENT
Case No. N0093US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
APPLICATION FOR UNITED STATES LETTERS PATENT

INVENTORS: MATTHEW A. GUIDO
CHRISTOPHER DOUGHERTY
ROY CASINO

TITLE: GEOGRAPHIC DATABASE
ORGANIZATION THAT FACILITATES
LOCATION-BASED ADVERTISING

ATTORNEYS: Frank J. Kozak
Lawrence M. Kaplan
NAVIGATION TECHNOLOGIES
CORPORATION
Chicago, Illinois 60654
(312) 894-7000 x7371

T022605 D6574366

1 **GEOGRAPHIC DATABASE ORGANIZATION**
2 **THAT FACILITATES LOCATION-BASED ADVERTISING**

3
4 **BACKGROUND OF THE INVENTION**

5 The present invention relates to a geographic database organization that facilitates
6 location-based advertising.

7 Persons who travel through a geographic region can use different types of mobile
8 or portable computing platforms to obtain various geographically-related features and
9 services. Mobile or portable computing platforms that provide geographically-related
10 features and services include dedicated computing devices and general purpose
11 computing devices. Dedicated computing devices include in-vehicle navigation systems
12 and personal (i.e., portable or hand-held) navigation systems. General purpose computing
13 devices include devices, such as portable personal computers (e.g., notebook
14 computers) and personal digital assistants (e.g., PDAs). General purpose computing
15 devices can provide geographically-related features and services by operating navigation
16 application software or by using geographic data. Mobile or portable computing
17 platforms that provide geographically-related features and services include standalone
18 systems that have geographic data and navigation application software installed locally,
19 client devices that access geographic data or navigation application software located at a
20 remote location, and hybrid devices that have some geographic data or navigation
21 application software installed locally but obtain or use geographic data or navigation
22 application software located at a remote location.

23 Some of the various geographically-related features and services provided by the
24 different types of mobile or portable computing platforms include route calculation and
25 guidance. For example, some mobile or portable computing platforms are able to provide
26 users with an optimum route to travel by roads between locations in a geographic region.
27 Using input from an end user, and optionally from equipment that can determine the end

1 user's physical location (such as a GPS system), a navigation application program used
2 by a mobile or portable computing platform system examines various paths between two
3 locations to determine an optimum route to travel from a starting location to a destination
4 location in the geographic region. The user of the mobile or portable computing platform
5 is then provided with information about the optimum route in the form of instructions that
6 identify the maneuvers required to be taken by the end user to travel from the starting
7 location to the destination location.

8 Another geographically-related feature provided by some mobile or portable
9 computing platforms is business or person finding services (e.g., electronic yellow or
10 white pages). These services can identify addresses of individuals or businesses. These
11 services can also identify for a user which businesses of a certain type (e.g., Chinese
12 restaurants) are located within a given range (e.g., 3 miles) of a given location.

13 Although present mobile or portable computing platforms that provide
14 geographically-related features and services are able to provide many useful advantages,
15 there continues to be room for improvement. One area in which there is room for
16 improvement relates to providing information to end users based upon their location.
17 Some types of information, such as advertising, can be more effective or useful if it is
18 restricted to only certain specific locations. For example, a gas station located in Chicago
19 would not advertise to users located in Miami.

20 Accordingly, it is an objective to provide a means to provide directed information
21 based upon location.

22 It is another objective to provide a means to deliver advertising to end users who
23 are traveling in a geographic region.

24

25 SUMMARY OF THE INVENTION

26 To address these and other objectives, the present invention comprises a method
27 of facilitating delivery of advertising to users of mobile computing platforms. A
28 geographic database contains data entities that represent geographic features, such as
29 roads, located in a geographic region. Advertising zones are defined within the
30 geographic region. Associated with at least some of the data entities that represent

1 geographic features are data that indicate in which of the advertising zones the
2 represented geographic features are located. Advertisers are allowed to associate
3 advertising messages with the advertising zones. Users of mobile computing platforms
4 are provided with geographically-related services that use the geographic database. As a
5 user of a mobile computing platform travels in the geographic region, the location of the
6 mobile computing platform is determined. The user of the mobile computing platform is
7 provided with the advertising message associated with the advertising zone in which the
8 mobile computing platform is determined to be located.

9

10 BRIEF DESCRIPTION OF THE DRAWINGS

11 Figure 1 shows a map of a geographic region and is used to describe an
12 embodiment for organizing the data representing the geographic features located in the
13 geographic region.

14 Figure 2 is a block diagram of a geographic database that represents the
15 geographic region of Figure 1.

16 Figure 3 is a block diagram showing a road segment data record contained in the
17 geographic database of Figure 2.

18 Figure 4 illustrates formation of advertising zones within the geographic region of
19 Figure 1.

20 Figure 5 is a block diagram showing an advertising zone data record contained in
21 the geographic database of Figure 2.

22 Figure 6 is a block diagram showing an advertising zone index contained in the
23 geographic database of Figure 2.

24 Figure 7 is a diagram of a navigation system located in the geographic region of
25 Figure 1.

26 Figures 8A and 8B illustrate accessibility-based advertising zones used in
27 connection with alternative embodiments.

28 Figure 9 illustrates formation and use of virtual billboard locations used in
29 connection with another alternative embodiment.

30

1 DETAILED DESCRIPTION OF THE
2 PRESENTLY PREFERRED EMBODIMENTS

3 I. THE GEOGRAPHIC MAP DATABASE

4 Figure 1 shows a map 90 of a geographic region 100. The geographic region 100
5 may correspond to a metropolitan or rural area, a state, a country, or combinations
6 thereof, or any other area of comparable size. Located in the geographic region 100 are
7 physical features, such as roads, points of interest (including businesses, municipal
8 facilities, etc.), lakes, rivers, railroads, municipalities, houses, etc.

9 Figure 1 also includes an enlarged map 104 of a portion 108 of the geographic
10 region 100. The enlarged map 104 illustrates part of the road network 112 in the
11 geographic region 100. The road network 112 includes, among other things, roads and
12 intersections located in the geographic region 100. As shown in the portion 108, each
13 road in the geographic region 100 is composed of one or more road segments 122. A
14 road segment 122 represents a portion of the road. Each road segment 122 is shown to
15 have associated with it two nodes 123: one node represents the point at one end of the
16 road segment and the other node represents the point at the other end of the road segment.
17 The node at either end of a road segment may correspond to a location at which the road
18 meets another road, e.g., an intersection, or where the road dead ends.

19 Referring to Figure 2, a geographic database 140 contains data 144 that represents
20 some of the physical features in the geographic region (100 in Figure 1). The data 144
21 contained in the geographic database 140 includes data that represent the road network.
22 In the embodiment of Figure 2, the geographic database 140 that represents the
23 geographic region 100 contains at least one database record (also referred to as "entity"
24 or "entry") for each road segment 122 in the geographic region (100 in Figure 1). In the
25 geographic database 140 that represents the geographic region 100, there is also a
26 database record (or "entity" or "entry") for each node 123 in the geographic region 100.
27 (The terms "nodes" and "segments" represent only one terminology for describing these
28 physical geographic features and other terminology for describing these features is
29 intended to be encompassed within the scope of these concepts.)

30 Figure 3 shows some of the components of a road segment data record 200
31 contained in the geographic database 140. The road segment record 200 includes a

1 segment ID 200(1) by which the data record can be identified in the geographic database
2 140. Each road segment data record 200 has associated with it information (such as
3 "attributes", "fields", etc.) that describes features of the represented road segment. The
4 road segment data record 200 may include data 200(2) that indicate the restrictions, if
5 any, on the direction of vehicular travel permitted on the represented road segment. The
6 road segment data record 200 includes data 200(3) that indicate a speed limit or speed
7 category (i.e., the maximum permitted vehicular speed of travel) on the represented road
8 segment. The road segment data record 200 may also include data 200(4) indicating
9 whether the represented road segment is part of a controlled access road (such as an
10 expressway), a ramp to a controlled access road, a bridge, a tunnel, a toll road, a ferry,
11 and so on.

12 The road segment data record 200 also includes data 200(7) providing the
13 geographic coordinates (e.g., the latitude and longitude) of the endpoints of the
14 represented road segment. In one embodiment, the data 200(7) are references to the node
15 data records 202 that represent the nodes corresponding to the endpoints of the
16 represented road segment.

17 The road segment data record 200 may also include or be associated with other
18 data 200(5) that refer to various other attributes of the represented road segment. The
19 various attributes associated with a road segment may be included in a single road
20 segment record, or may be included in more than one type of record which are cross-
21 referenced to each other. For example, the road segment data record 200 may include
22 data identifying what turn restrictions exist at each of the nodes which correspond to
23 intersections at the ends of the road portion represented by the road segment, the name or
24 names by which the represented road segment is known, the street address ranges along
25 the represented road segment, and so on.

26 Each of the node data records 202 may have associated information (such as
27 "attributes", "fields", etc.) that allows identification of the road segment(s) that connect
28 to it and/or its geographic position (e.g., its latitude and longitude coordinates).

29 Referring to Figure 2, in a present embodiment, the geographic database 140
30 includes point of interest data 220. The point of interest data 220 represent the various

1 points of interest located in the geographic region 100. Points of interest include
2 businesses, municipal buildings, historical markers, buildings, etc. The point of interest
3 data 220 include point of interest data records. Each point of interest data record includes
4 data attributes that relate to the represented point of interest. For example, each point of
5 interest record may include a type (e.g., the type of point of interest, such as restaurant,
6 hotel, city hall, police station, historical marker, ATM, golf course, etc.), the location of
7 the point of interest, a phone number, hours of operation, etc.

8 The geographic database 140 may also include other kinds of data 230. The other
9 kinds of data 230 may represent other kinds of geographic features or anything else.

10 The geographic database 240 also includes indexes 232. The indexes 232 may
11 include various types of indexes that relate the different types of data to each other or that
12 relate to other aspects of the data contained in the geographic database 140.

13

14 II. ADVERTISING ZONES

15 Figure 4 shows a perspective view of the geographic region 100. In a present
16 embodiment, the developer of the geographic database 100 defines a plurality of
17 advertising zones 250 within the geographic region 100. The advertising zones are
18 defined as bounded areas located within the geographic region 100. The advertising
19 zones 250 may be all the same size and shape. Alternatively, as shown in Figure 4, the
20 advertising zones 250 may be different sizes and/or shapes.

21 In the embodiment of Figure 4, the advertising zones are defined in separate
22 layers 260(1), 260(2) . . . 260(n). Each layer includes a separate plurality of advertising
23 zones. The advertising zones defined in one layer may overlap the advertising zones
24 defined in another of the layers. Within a layer, each advertising zone may be distinct
25 from every other advertising zone within the layer, i.e., within a layer, advertising zones
26 do not overlap. Alternatively, advertising zones within a layer may overlap to some
27 extent. Also, the advertising zones within a layer may be coextensive with the entire
28 geographic region or alternatively, the advertising zones within a layer may not be
29 coextensive with the entire geographic region, i.e., there may be locations within the
30 geographic region that are not encompassed within an advertising zone.

1 The sizes of the advertising zones and the boundaries of the advertising zones are
2 determined so that each advertising zone has an appropriate size and boundaries for
3 targeted advertising. Different types of businesses have different kinds of advertising
4 requirements. As an example, a fast food restaurant in an urban area may want to
5 advertise within a three mile area around the location of the restaurant, but not beyond
6 three miles because it is unlikely that many consumers would travel more than three
7 miles to get to the restaurant. On the other hand, a department store may want to
8 advertise within 20 miles of its location, but not beyond 20 miles. Thus, different sizes of
9 advertising zones are provided for different kinds of businesses.

10 Each of the different layers of advertising zones may be identified by zone type.
11 Various different types of advertising zone may be defined.

12 There are other considerations that can affect the sizes and boundaries of the
13 advertising zones. One consideration is premium advertising. For example, a business,
14 such as a restaurant, may want to be an exclusive advertiser for a certain area. Another
15 consideration is balance. If too many businesses of the same type advertise in a certain
16 area, the value of the advertising diminishes. Another consideration is population
17 density. Persons in sparsely populated areas may be willing to drive further to get to the
18 locations of businesses than persons in densely populated areas. Accordingly, advertising
19 zones in sparsely populated areas may be larger, in general, than corresponding
20 advertising zones in densely populated areas.

21 Because the sizes of the advertising zones are determined based on appropriate
22 sizes for targeted advertising, the boundaries of advertising zones do not necessarily
23 correspond to the boundaries of cities, towns, counties, etc. Likewise, the boundaries of
24 advertising zones do not necessarily correspond to the rectangular areas defined for data
25 parcels (as described in U.S. Pat. No. 5,974,419).

26 Referring to Figure 2, the geographic database 140 that represents the geographic
27 region (100 in Figure 1) includes advertising zone data 270. The advertising zone data
28 270 represent the advertising zones (250 in Figure 4) that have been defined by the
29 geographic database developer for the region (100 in Figure 1). In a present embodiment,
30 the advertising zones 250 are represented by advertising zone data records 280. In this

1 embodiment, each advertising zone 250 is represented by an advertising zone data record
2 280.

3 Figure 5 shows components of an advertising zone data record 280. An
4 advertising zone data record 280 includes a data record ID 280(1) by which the
5 advertising zone data record is identified in the geographic database 140. In addition, the
6 advertising zone data record 280 includes attributes that describe the represented
7 advertising zone. In Figure 5, the advertising zone data record 280 includes boundary
8 data 280(2). The boundary data 280(2) indicate the boundaries of the represented
9 advertising zone. The boundary data 280(2) may include the geographic coordinates of
10 the boundaries. Alternatively, the boundary data 280(2) may include a radius from a
11 point. According to another alternative, the boundary data 280(2) may be defined in
12 terms of the geographic database structure, e.g., in terms of parcel boundaries. According
13 to yet another alternative, the boundary data 280(2) may be defined in terms of
14 geographic features, e.g., streets, rivers, etc. The boundary data 280(2) may include any
15 type of information that sufficiently defines the boundaries of the represented advertising
16 area.

17 The advertising zone data record 280 also includes a layer ID 280(3). The layer
18 ID 280(3) identifies the layer (260 in Figure 4) in which the represented advertising zone
19 is located.

20 The advertising zone data record 280 may also include other data 280(4).

21 Referring to Figure 3, the road segment data record 200 includes data 200(6) that
22 identifies the advertising zone(s) 250 in which the represented road segment is located.
23 In the embodiment of Figure 3, data 200(6) that identifies the advertising zone(s) 250
24 refers to the advertising zone data records 270 that represent the advertising zones 250 in
25 which the represented road segment is located.

26 As mentioned above, advertising zones 250 may be organized in layers 260. The
27 relationship between the advertising zones in one layer and the advertising zones in
28 another layer may be represented in an index. Referring to Figure 6, according to one
29 embodiment, the geographic database 140 includes an advertising zone index 282. The
30 advertising zone index 282 is included in the geographic database 140 among the indexes

1 232. The advertising zone index 282 indicates relationships between advertising zones in
2 different layers. The advertising zone index 282 may indicate which advertising zones in
3 different layers correspond to the same areas. For an advertising zone in one layer, the
4 advertising zone index may indicate which advertising zone(s) in another layer overlaps
5 the advertising zone.

6

7 III. NAVIGATION SYSTEM

8 As mentioned above, there are various different kinds of mobile or portable
9 computing platforms that provide geographically-related features and services. One
10 embodiment of a navigation system is described in connection with Figure 7.

11 Figure 7 shows the geographic region 100 and a portion of the road network 112.
12 A navigation system 310 serves end users (e.g., vehicle drivers and passengers, as well as
13 other persons) in the geographic region 100. The navigation system 310 is used by the
14 end users to obtain navigation-related services (including map-related services) with
15 respect to the geographic region 100. The navigation-related services include
16 information about travel along the road network 112, including route calculation and
17 guidance, people and business finding services (e.g., electronic yellow and white pages),
18 maps, point of interest searching, destination selection, and so on.

19 The navigation system 310 is a combination of hardware, software and data. The
20 navigation system 310 includes remote components (i.e., hardware, software or data
21 located at a central location that is remote from the end users) and local components (i.e.,
22 hardware, software, or data located physically with each end user).

23 Included among the remote components of the navigation system 310 is a
24 navigation services server 320. The navigation services server 320 includes appropriate
25 computer hardware and software to run network applications. The navigation services
26 server 320 is maintained and operated by a navigation services provider 328.

27 Associated with the navigation services server 320 is the geographic database
28 140. The geographic database 140 is stored on a storage medium 364 that is accessible to
29 the navigation services server 320. The storage medium 364 may include one or more
30 hard drives or other storage media. The geographic database 140 may be organized to

1 facilitate performing navigation-related functions. Methods of organizing a geographic
2 database to enhance the performance of certain navigation-related functions are described
3 in U.S. Pat. Nos. 5,974,419, 5,968,109 and 5,953,722 the entire disclosures of which are
4 incorporated by reference herein. In one embodiment, the geographic database 140 is
5 developed by Navigation Technologies Corporation of Chicago, Illinois. However, it is
6 understood that the inventive concepts disclosed herein are not restricted to any particular
7 source of data.

8 The local components of the navigation system 310 include the various computer
9 platforms 330 operated by the end users to request and obtain navigation-related and
10 map-related features and geographic data from the navigation services provider 328.
11 These various computer platforms 330 (also referred to as "end user computing
12 platforms" or "client computing platforms") may include navigation system units 332
13 located in vehicles 334, personal computers 340, personal organizers (e.g., PDAs,
14 PalmPilot®-type devices) 350, wireless phones 360, or any other types of computing
15 devices that have the appropriate hardware and software to access the navigation services
16 provider 328 over a data network 370.

17 The data network 370 may use any suitable technology and/or protocols that are
18 currently available, as well as technology and/or protocols that become available in the
19 future. For example, the data network may use WAP, TCP/IP, etc. More than one
20 protocol may be used in the data network 370 with appropriate conversions. The data
21 network 370 may be part of, or connected to, the Internet.

22 A portion of the network 370 may include a wireless portion 372. The wireless
23 portion 372 of the data network 370 enables two-way communication between the mobile
24 end user computing platforms 330 and the service provider 328. The wireless portion
25 372 may be implemented by any suitable form of wireless communication, including
26 cellular, PCS, satellite, FM, radio, or technologies that may be developed in the future.
27 The wireless portion 372 may include one or more transmitters 374, such as a
28 transponder tower, an antenna tower, an FM tower, satellites, or other suitable means.
29 The transmitters 374 include an appropriate communication link 376 to the network 370
30 and/or service provider 328. This link 376 may be land-based or may be wireless. The

TOP SECRET//COMINT

1 transmitters 374 include suitable technology that enables two-way communication
2 between the service provider 328 and the mobile end user computing platforms 330.

3 The navigation system 310 of Figure 7 can accommodate different types of end
4 user computing platforms 330. The navigation system 310 of Figure 7 allows end users
5 who have different types of computing platforms 330 to obtain navigation services from
6 the navigation services provider 328 and to obtain and use geographic data provided from
7 the navigation services provider 328.

8 Referring to Figure 7, server applications 380 are included on the navigation
9 services server 320 of the navigation services provider 328. The server applications 380
10 may be stored on one or more hard drive(s) or other media operated by the server 320 and
11 loaded into a memory of the server 320 to run. One of the server applications 380 is a
12 communications application 384. The communications application 384 interfaces with
13 the data network 370 in order to receive messages from and send messages to the end
14 users.

15 Included among the server applications 380 are navigation-related applications
16 386. The navigation-related applications 386 use the geographic database 140 associated
17 with the navigation services server 320 in order to provide the various different types of
18 navigation-related services. In order to provide navigation-related features, the
19 navigation-related applications 386 use data from the geographic database 140.

20 One of the navigation-related applications 386 is route calculation. End users
21 may access the navigation services provider 328 to obtain route calculation. Given data
22 that identify the positions of an origin and destination, the route calculation application
23 calculates a route between the origin and the destination. The route calculation
24 application may use any of various means or algorithms for this purpose. Methods for
25 calculating routes are disclosed in U.S. Pat. No. 6,192,314, the entire disclosure of which
26 is incorporated by reference herein. (The methods disclosed in the aforementioned patent
27 represent only some of the ways that routes can be calculated and the claimed subject
28 matter herein is not limited to any particular method of route calculation. Any suitable
29 route calculation method now known or developed in the future may be employed.)

1 Another of the navigation applications on the server 320 is route guidance. Route
2 guidance uses the output from the route calculation application to provide instructions for
3 the end user to travel to the desired destination. Methods for providing route guidance
4 using geographic data are disclosed in U.S. Pat. No. 6,199,013, the entire disclosure of
5 which is incorporated herein by reference.

6 Referring to the embodiment of Figure 7, some of the end user computing
7 platforms 330 include positioning equipment 396. The positioning equipment 396 may
8 include a GPS system, inertial sensors, wheel pulse sensors, etc. Using this positioning
9 equipment 396, the position of the end user's computing platform 330 can be determined.
10 Methods for determining position are disclosed in U.S. Pat. No. 6,192,312, the entire
11 disclosure of which is incorporated by reference herein.

12 Using data that indicate the end user's positions, the route guidance application on
13 the navigation services server 320 may determine the appropriate times and locations at
14 which to provide maneuvering instructions.

15

16 **IV. SELLING OF VIRTUAL ADVERTISING SPACE**

17 The navigation services provider (328 in Figure 7) enters into agreements with
18 advertisers to provide location-based advertising messages to end users. The agreements
19 with advertisers provide that advertising messages will be sent to end users based on the
20 advertising zone(s) in which the end users are located. An advertiser can choose to send
21 advertising messages to end users located in only a single advertising zone. An
22 advertiser can also choose to send messages to end users in several advertising zones.

23 The advertising messages may be text messages, audio messages, graphics
24 messages, or combinations of these.

25 There are various alternative ways that location-based advertising messages may
26 be provided to end users. An advertiser may choose to be the exclusive advertiser for a
27 specific advertising zone or zones. The agreement between the navigation services
28 provider 328 and the advertiser may specify a duration of time (e.g., one month) during
29 which advertising messages will be sent to end users located in the advertising zone(s)
30 selected by the advertiser. The agreement between the navigation services provider 328

1 and the advertiser may specify how frequently advertising messages will be sent to end
2 users in the selected advertising zone(s) (e.g., only once upon entering the advertising
3 zone or every 15 minutes after entering the advertising zone and while still in the
4 advertising zone). The agreement between the navigation services provider 328 and the
5 advertiser may also specify times that advertising messages will be sent to end users in
6 the selected advertising zone(s), between 6:00 AM and 6:00 PM.

7 Referring to Figure 7, the advertising messages that will be sent to end users are
8 stored in an ad database 398 associated with the navigation services server 320. The ad
9 database 398 may be located on the same media as the geographic database 140 or may
10 be on another media. The advertising messages in the ad database 398 are associated
11 with one or more advertising zones. Each advertising message in the ad database 398
12 may refer or point to one or more advertising zones. In the ad database, the advertising
13 message may indicate the advertising zone to which it is related by referring to the
14 advertising zone ID (280(1) in Figure 5). Also included in the ad database is data that
15 indicates any restrictions for delivering the advertising messages, e.g., only once, only
16 between certain hours of the day, only on certain days of the week, etc.

17

18 V. OPERATION

19 Referring to Figure 7, end users are located through the geographic region 100.
20 The end users move about the geographic region 100. The end users use various means
21 of transportation to move throughout the geographic region 100. For example, end users
22 may use automobiles, trucks, buses, bicycles, motorcycles, trains, taxis, horses, and so
23 on. End users may also move throughout the geographic region by foot. As the end
24 users move throughout the geographic region, they use mobile or portable computing
25 platforms to obtain geographically-related services and features. As an end user travels
26 through the geographic region 100, the position of the end user is determined. The
27 position of the end user may be determined by positioning equipment associated with the
28 end user's computing platform (such as positioning system 396 in Figure 7). The
29 position of the end user may be determined by other methods. For example, the position
30 of the end user may be determined by network-based location identification (e.g.,

1 emergency 911 services). The position of the end user may also be determined by
2 obtaining the end user's input.

3 Included among the applications 380 on the navigation services server 320 is a
4 virtual billboard application 388. The virtual billboard application 388 receives data that
5 indicate each end user's current position. Then, based on the end user's current position,
6 the virtual billboard application 388 identifies each advertising zone (or advertising
7 zones) in which the end user is located. The virtual billboard application 388 uses the
8 geographic database 140 for this purpose. The virtual billboard application 388 retrieves
9 from the ad database 398 the advertising messages associated with the advertising zone in
10 which the end user is located. The virtual billboard application 388 also checks the ad
11 database 398 for any restrictions on delivery of the advertising messages.

12 Assuming that there are no restrictions against sending the advertising message,
13 the virtual billboard application 388 sends the advertising message to the end user. In the
14 embodiment of Figure 7, the advertising message is sent over the data network 370 to the
15 end user's computing platform 330. On the end user's computing platform 330, the
16 advertising message from the navigation services provider 320 is received and delivered
17 to the end user. The advertising message is delivered via the user interface of the end
18 user's computing platform 330. As mentioned above, the advertising message may be
19 audio or video. If the advertising message is audio, it is provided via a speaker of the
20 user interface of the end user's computing platform. If the advertising message is video,
21 it is provided via a display screen of the end user's computing platform. The advertising
22 message may include both audio and video.

23 As mentioned above, the agreement between the advertiser and the navigation
24 services provider may specify how frequently the advertising message is provided. The
25 advertising message may be provided only once, e.g., when the end user first enters the
26 advertising zone to which the advertising message is associated. Alternatively, the
27 advertising message may be provided at intervals, e.g., every 15 minutes, while the end
28 user remains in the advertising zone.

29

1 VI. ALTERNATIVES2 A. Other types of messages3 (1). Emergency messages

4 In the above embodiments, it was described how location-based advertising
5 messages can be provided to end users of computing platforms that provide navigation
6 services. In an alternative embodiment, other types of messages can be provided to end
7 users of computing platforms that provide navigation services. As an example, the zones
8 can be used to provide location-based emergency messages to end users. The emergency
9 messages can relate to adverse weather conditions, such as tornadoes, hurricanes, hail,
10 blizzards, ice, thunderstorms, floods, or high temperatures. Location-based emergency
11 messages may also relate to environmental conditions, such as hazardous waste spills and
12 ozone warnings.

13 As mentioned above, there may be different types of zones. Zones used for
14 emergency messages may be defined differently than zones used for advertising. For
15 example, zones used for emergency messages may have different boundaries, sizes, etc.
16 Zone used for emergency messages may be identified by type, e.g. emergency zones, in
17 order to distinguish them from zones used for advertising purposes. According to one
18 embodiment, an index can be used to relate emergency zones to advertising zones.

19

20 (2). Traffic messages

21 In another alternative embodiment, zones can be used to provide location-based
22 messages that provide traffic information. The traffic information can relate to all the
23 roads within a specific zone. For example, a zone can be defined around a sports
24 stadium. Before and after an event at the sports stadium, location-based messages about
25 traffic congestion around the sports stadium can be provided to the end users located in
26 the zone.

27 Traffic information messages may also relate to accidents located in zones.

28 Zones used especially for location-based traffic messages may be defined as
29 traffic zones and identified as traffic zones in the geographic database used by the
30 navigation services provider. Zones used for location-based traffic messages may be

1 cross-referenced (by appropriate indexes) to other types of zones, such as advertising
2 zones and emergency zones.

3

4 B. Levels of service

5 In the embodiments described above, advertising messages are sent to end users
6 based upon the advertising zones in which the end users' computing platforms are
7 located, as well as any restrictions associated with particular messages. According to an
8 alternative embodiment, there may be additional factors that affect whether some or all
9 advertising messages are sent to particular end users. One additional factor that may
10 affect whether advertising messages are sent to an end user is a service level. A
11 navigation services provider may offer different levels of service to end users. These
12 different levels of service may cost different amounts. End users who subscribe to a
13 higher level of service may receive fewer or no advertising messages whereas end users
14 who subscribe to a lower level of service receive more advertising messages.

15

16 C. Standalone systems

17 As explained above, there are different kinds of mobile and portable computing
18 platforms that end users can use to obtain geographically-based features and services. As
19 further explained above, these different kinds of mobile and portable computing
20 platforms include standalone systems, such as in-vehicle navigation systems. With a
21 standalone system, the navigation application software and geographic database are
22 located locally, i.e., with the navigation system unit in the vehicle.

23 Location-based advertising can be provided to end users who use standalone
24 computing platforms to obtain geographically-related features and services. With a
25 standalone computing platform, the geographic database, which is stored locally, includes
26 the advertising zone data, including any necessary indexes. An ad database, similar to
27 the ad database described above in connection with Figure 7, is also stored locally. As
28 the end user moved throughout the geographic region, the end user's position is
29 determined using any appropriate means, such as positioning equipment. Then, when the
30 end user enters an advertising zone, an advertising message is provided from the ad

1 database (which is stored locally) to the end user via the user interface of the end user's
2 standalone computing platform. Thus, a standalone computing platform provides
3 advertising messages to the end user in a similar manner as embodiments in which the
4 advertising messages are provided from a remote location.

5

6 D. Other ways to form advertising zones

7 In some of the above embodiments, advertising zones were shown as being
8 bounded areas. Advertising zones (as well as other types of zones) are not limited to
9 bounded areas. Advertising zones may also be defined based on accessibility, such as
10 driving accessibility or walking accessibility. For example, stretches of an interstate
11 highway would share advertising codes with establishments near the highway only if a
12 ramp provides reasonable accessibility. This would allow restaurants, gas stations, and
13 such, to advertise to passing motorists only if the passing motorists could easily get to the
14 establishment.

15 Another example of an advertising zone based on accessibility is a zone that
16 includes all the locations along roads within a defined driving distance (or driving
17 distance) of a specific location. For example, an advertising zone may be defined for all
18 the roads within a 15 minute driving time (or distance) of an office building.

19 Figures 8A and 8B show examples of advertising zones based on accessibility.

20

21 E. Advertising Points

22 Another way to facilitate the delivery of location-based advertising messages is to
23 designate points along navigable roads as locations at which advertising messages may be
24 delivered. This method would establish 'virtual billboard' locations along roads in a
25 geographic region. A navigation services provider would then enter into agreements with
26 advertisers to deliver messages to end users who pass the established 'virtual billboard'
27 locations.

28 According to this embodiment, the virtual billboard locations would be designated
29 at specific locations along road segments. The locations selected for virtual billboard
30 locations may be appropriately spaced from intersections so that advertising messages

1 associated with the locations do not interfere with any maneuvering guidance to be
2 provided at the intersection.

3 As in some of the embodiments described above, a navigation services provider
4 agrees to deliver advertising messages end users. In this embodiment, the advertising
5 message is delivered to an end user who travels past the virtual billboard location.

6 According to this embodiment, as an end user travels along roads in a geographic
7 region, the end user is in communication with a navigation services provider. The end
8 user may be receiving navigation-related services from the navigation services provider
9 or alternatively, the end user may not be receiving navigation-related services. While the
10 end user is traveling along roads, the end user's position is determined. The location of
11 the end user is determined using any means, such as positioning equipment (e.g., GPS,
12 inertial sensors, and so on) associated with the end user's computing platform, by user
13 input, etc. The end user's location is matched to data representing roads in the
14 geographic region. The data that represent roads also include data that represent
15 locations along the roads at which advertising messages are to be provided (e.g., virtual
16 billboard locations). When the end user's location passes the location of the virtual
17 billboard, the end user is provided with an advertising message.

18 This embodiment has numerous advantages over traditional, physical billboards.
19 For example, a virtual billboard is not subject to local ordinances or zoning restrictions.
20 In addition, the advertising message provided by a virtual billboard can be changed
21 easily.

22 Figure 9 illustrates this embodiment.

23

24 F. Dynamic advertising zones

25 In some of the above embodiments, advertising zones were described as being
26 defined with respect to data contained in a geographic database used to provide
27 navigation-related features and services. In an alternative embodiment, advertising zones
28 may be defined dynamically. Dynamic advertising zones are not defined permanently
29 with respect to data contained in a geographic database. Instead, dynamic advertising

1 zones may be defined and used on an as-needed basis, with respect to the geographic
2 data.

3

4 It is intended that the foregoing detailed description be regarded as illustrative
5 rather than limiting and that it is understood that the following claims including all
6 equivalents are intended to define the scope of the invention.

7

TOP SECRET//COMINT